

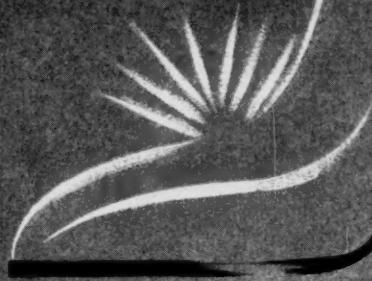
LEATHER
and SHOES

THE INTERNATIONAL SHOE
AND LEATHER WEEKLY

AUGUST 30, 1949

VOL. 118, NO. 10

SHOESCOPE



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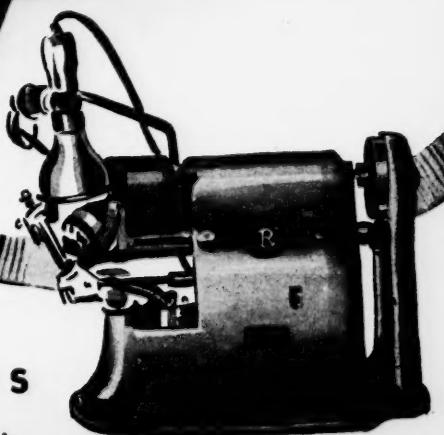
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LEATHER and SHOES

shoescope

Issue

Publisher: Elmer J. Rumpf

Editor: William A. Rossi

Managing Editor: Charles R. Byrnes

Art Director: T. G. Russell

CONTENTS

Designs

Page

SUEDE—SPRING SANDALS, by Al Lewis, New York: Unique use of straps and novel effects achieved with V-throats.	22
CASUALS CARVED IN ELK, by C. S. Rudberg, Boston: Lovely leathers contrasted with tailored touches create some ingenious models.	23
SPRING SNAKESKINS, by Virginia McCune, St. Louis: The exquisite glamour and colorful textures of snakeskins fashioned in smart footwear.	24-25
CALF—OXFORD ORIGINALS, by United Shoe Pattern Co., Boston: Demonstrating that the oxford-tie carries style distinctions all its own.	26-27
LEATHER AND MESH, by Mel Snow, Milwaukee: Cool-looking combinations like these will ride high for men next Spring.	28
UNIQUE QUARTER TREATMENTS, by Joseph Dilk, Haverhill: A number of truly inspirational notes in quarter effects for Spring footwear.	29
BRITISH PLEATS AND DRAPES, by J. Maxim, England: Some exquisite Continental creations certain to have overseas influence.	30-31
SANDALS AND STEPINS, by Jean Brock, New York: the hand of a clever and experienced designer fashions some exquisite originals.	36
KID—OFFSIDED PUMPS, by Nick Gardner, Boston: Kid leather is molded into a variety of refreshing asymmetrical pump treatments.	37
CALF-SUEDE MASCULINE DUAL-TONES, by John Buckley, Brockton: Two-texture shoes for men will be the central theme next Spring.	38-39
SUEDE—SPRING STRAPS, by Ben-Berk, New York: Proving that there is no end to new creative touches in strap shoes.	40-41

Features

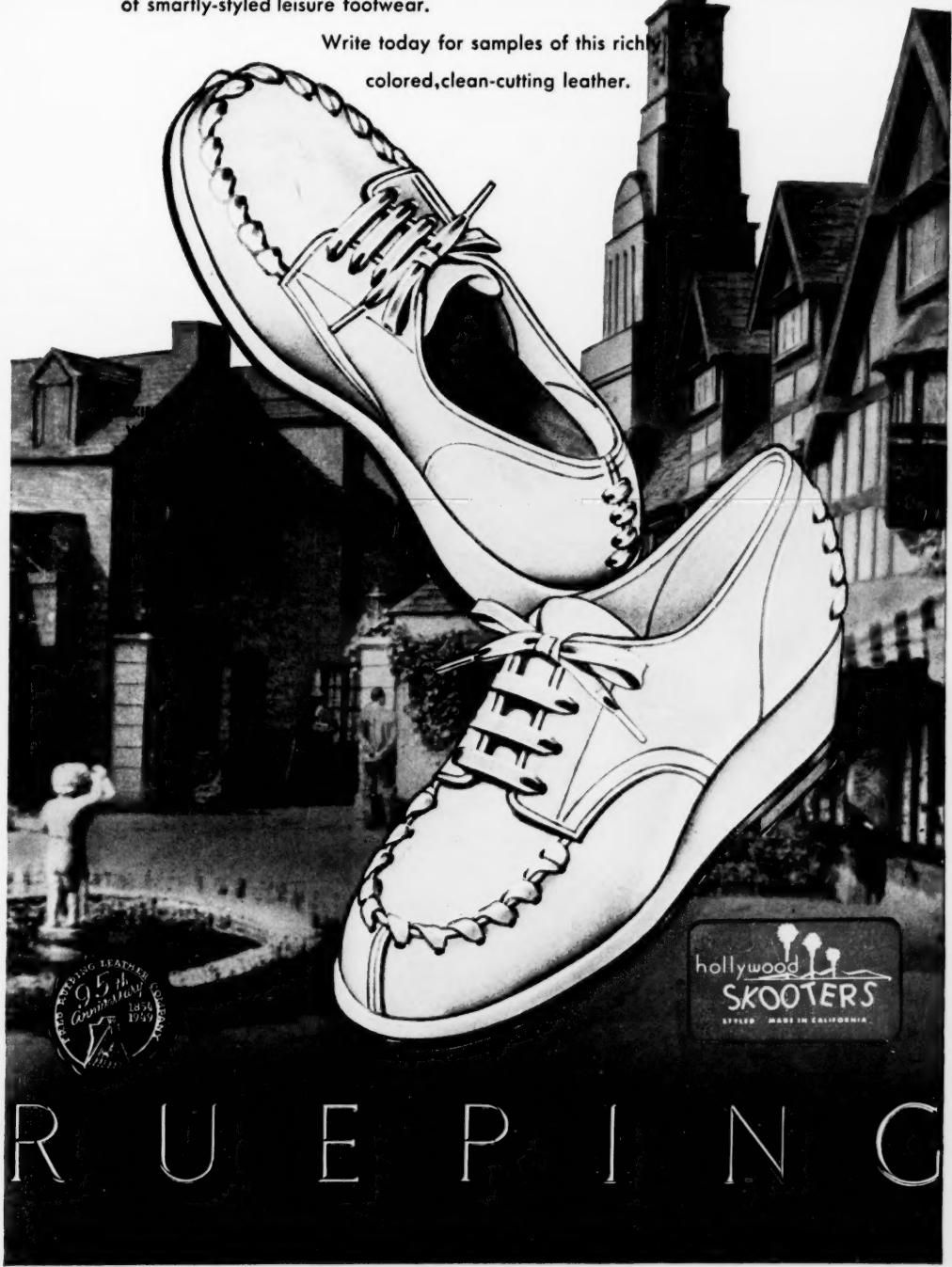
STYLESCOPE: Pages of shoe fashion trends.	20-21
SHOESCOPE NATIONAL SURVEYS	32, 33, 34, 35
SUEDE—HOW MUCH LONGER TO REIGN?	50

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LEATHER and SHOES, The International Shoe and Leather Weekly, Aug. 30, 1949, Vol. 118, No. 10, published weekly (one additional issue during February, May, August, November and December) by The Rumpf Publishing Co., 300 West Adams St., Chicago 6, Illinois. Cable address: HIDELAETH. Subscription price: United States, \$5.00; Canada, \$6.00; Foreign, \$7.00. Single copies, 15c; back copies, 30c. Entered as second class matter Jan. 19, 1948, at Chicago, Ill., under Act of March 3, 1879. Additional entry at Pontiac, Illinois, pending.

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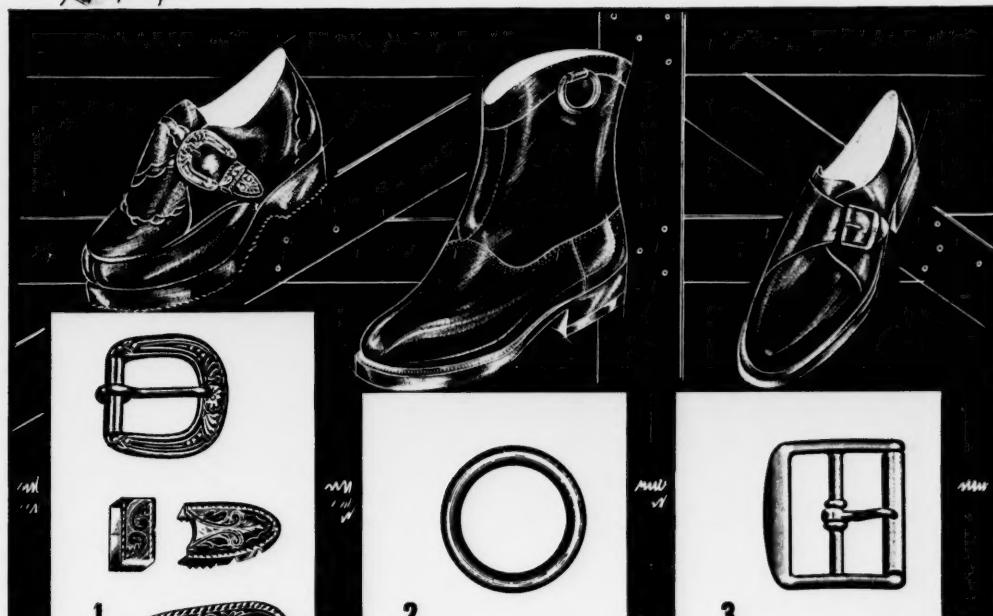
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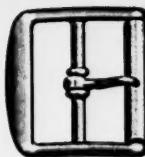
1



2



3



1. This juvenile sport shoe features the Anchor Brand 5/8", No. 9678 1/2 Buckle, 9629 1/2 Tip, and No. 9679 1/2 Loop. Also illustrated is the 5/8", 9900 1/2 Deeply Convex Buckle which is recommended for use with the same Tip and Loop.

2. For this very popular type boot, we suggest our Solid Brass Rings: 5/8" or 1", No. 9, or 1 1/4", No. 7.

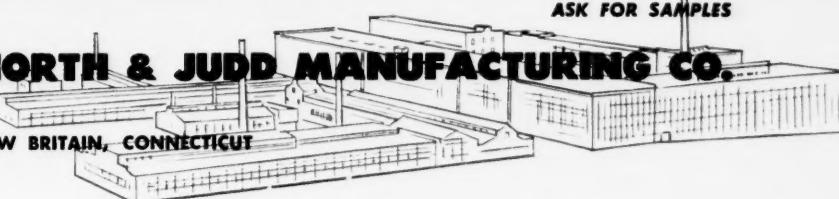
3. Our new 1", No. 7004 Roller Buckle finished in Military Bronze looks very smart on this man's shoe in polished ex-blood calf.

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STYLesCOPE

The peculiar, unnerving nothing-new situation still prevails in shoe fashions. No really new shoes are turning up for Spring. And the early Spring shoe shows to date have shown no indications of anything wholesomely fresh in footwear fashions. These early shows, mind you, are high-grade higher-priced lines where many of the new shoe ideas are created and introduced. But little that was substantially new was reported. It is significant in this respect. Spring shoes, except for ordinary seasonal changes, will pretty much follow the pattern of this season's styles. Where the changes will occur, and are occurring, is in the treatments and effects—largely a retouching job on current designs. Asymmetrical treatments will likely be the central theme of Spring fashions. Offsided quarters, throats, toes, straps, etc. Uniformity of design is being avoided, but not at the sacrifice of design harmony.

Suede is still number one material. But smooth leathers are moving in fast. Suede is over its peak, is the consensus. Women are calling for new textures as well as new designs. Hence the climb of smooth leathers, of the peculiar textures of reptiles, and the slow but sure return of certain fabrics—faille, shantung, and meshcloth (the latter both for men's and women's shoes). Patent, too, after a long sales lull, is beginning to show active signs of rejuvenation, chiefly used in combinations rather than allover. Shoe buyers Spring choices for materials are in the following order: suede (calf first, then kid, some fabric suedes in cheaper grades), calf (very close to suede), kid, reptiles (mostly snake), patent, fabrics and synthetics, the latter two representing only a very small portion of planned selections.

Spring colors are rated about in the same old ratio: 65-75 percent black, 10 percent browns, 5-10 percent blue, and the remaining 10-12 percent divided among all the rest. Most significant color note is the indication of another strong blue season. In fact, some shoe buyers are classifying blue as a staple, along with black and brown. Green is fourth choice, followed by red (leaning toward wine tones) and beige or tans. But watch taupe, some say. Much talk about multicolors, but still only talk to date. Colors still a big problem with many, if not most, retail-

ers. Many have been stuck at season's end. So watch an increasingly emphasized trend—stress on a single "new" color each season (aside from the staples).

Nothing particularly new turning up in lasts. The walled-last trend continues slowly but surely. Walled lasts are abetting the sales of closed toes which fit better in such lasts. Top ridge of wall is softened, not sharp. Moving into popular-priced shoes. Babydolls still moving well in all heels. British walkers coming up, too—with walled lasts.

Vamp treatments receiving terrific attention—for it is here that much of a new look can be given to an old shoe. Mudguard effects have given way to the old sabot strap which has slipped down to the vamp. Interlaced vamps being used to create an embroidered effect. Shell vamps continue to do well but are on the decline. Almost every conceivable variation has been used on them. Cutouts are the most important of all vamp treatments for Spring. Every imaginable type of cutout design, small and large patterns, a wide variety of shapes, etc. Cutouts comply with the continued demand for light-airy footwear, the silhouette effect. Look for a return of the high-fronted Valkerie, some decorated with beaded designs, or scalloped. Lattice or woven vamp effects are much in the picture, too. And very important—offsided vamps. This in compliance with demand for asymmetrical treatments of all types. Throats show nothing particularly new—plain, V-throat, U-throat, scalloped, etc. But the peaked throat has little chance of being revived.

Cutout quarters are the newest note. Some of the most sprightly new models will be cut out from vamp to quarter with harmonious motif throughout. The back of the shoe will hold almost as much attention as the vamp. Backs will be predominantly open, and quarters on the decorative and fancy side. Gore quarters will be strong, too. Look for a rising ratio of closed backs. However, where shoes are closed in back they will be very much open in front and center, and vice versa. The all-closed shoe, except for the conventional opera pump, has been and will be little seen.

Piping will continue as a popular part of the shoe, but will require continually new effects and uses if it's to hold ground. It is being used with particularly effective results on reptiles.

Chief note in ornamentation is beading or beaded effects. Most of these are small, colorful, but used in sparse good taste in delicate design. Mostly on the vamp, but more use to come on quarters, straps, bows, etc. to create a symmetry of design fore and side and back. Small Studs and nailheads are also doing well. And snap fasteners on sabot type shoes, used with gore. Buttons, while still in the picture, are rapidly on the decline. By next Spring they are expected to be breathing their last.



A. High center strap with gore adjustment; cutout and looped vamp treatment; in black suede, with loops of black patent.

B. Unique quarter treatment on open-back sandal. Cutouts dotted with silver marquisettes. Black suede vamp, quarter and platform.

C. Opened-up sandal with unusual use of strap effects. In black suede.

D. V-throat with button on vamp; ankle strap with gore adjustment. In black suede with red piping.

E. A high front open shank sandal with smart but simple double instep strap.

F. New version of double ankle strap; matching cutouts on vamp and quarter. In black suede.

THIS SMART sextet of Spring sandals express several interesting new touches that will be important for the coming season. Note the unique use of straps to cleverly combine functional and decorative effects. Straps, of course, are expected to dominate the Spring footwear fashion picture. Cutouts will also be very prominent—and here the experienced hand of Al Lewis has carved a number of fresh treatments of cutouts in vamp and quarter. Note also the novel effect achieved with the V throat combined with vamp strap and button.

Casuals Carved IN ELK



A. Sabot - strap ballerina of softie construction; vamp and strap opened up. Sabot strap has double gore at sole for centering cutouts in strap.

B. Woven vamp loafer type with finger gore at instep. Moccasin vamp and wedge heel.

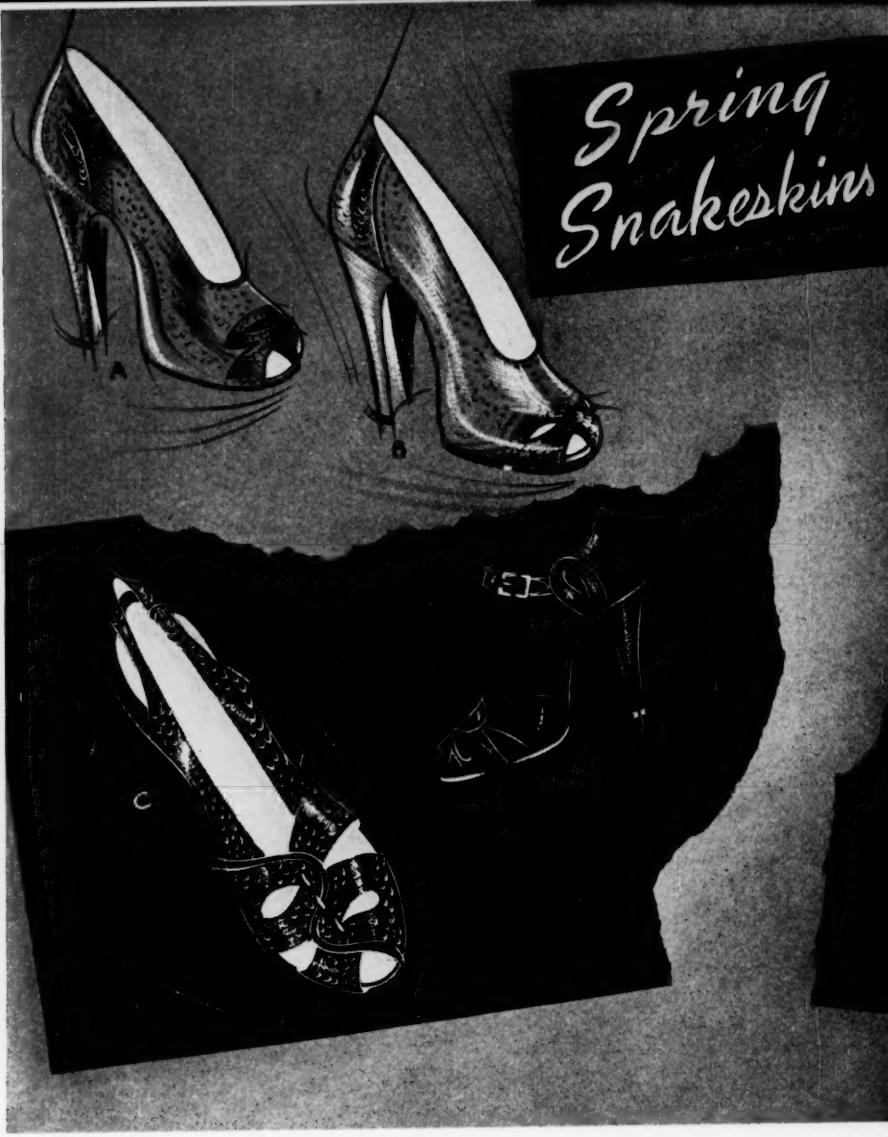
C. Asymmetric strap treatment with same motif at vamp. Slip-lasted.

D. Sabot - strap dividing into twin straps; gore adjustment at inside sole and snap fastener buttons. Moccasin vamp, wedge heel.

E. An offshoot of the ballerina in a new-looking pattern with unusual strap treatment.

F. Pleated tongue softie ballerina - stepin: mulegued treatment extends down as platform cover.

THE HALF dozen teen-age models have a number of fresh inspirational notes for Spring. The novel vamp treatments stand out on their own, fresh in every aspect. The instep treatments, by strap or tongue, are also smartly individualistic. It is just such pert individuality that is sought by the teen-ager conscious of her singular personality and requiring all the go-with effects to match in her clothing, shoes included. Thus we have a sextet of flatties which have been "lightened up" with delicate touches that create a dressy effect on comfortable footwear.



Spring Snakeskins



VIRGINIA McCUNE

Miss McCune majored in art in high school and attended Washington University for one year where she studied general art.

While still in school, Miss McCune answered an advertisement to model shoes for a St. Louis company, and while working at this position, her natural interest in creative art gave her the idea of designing shoes.

As is the case with most St. Louis shoe designers, she worked for the Dunbar Pattern Co. in St. Louis. After five years on the designing staff, Miss McCune was transferred to New York by the Dunbar company to make a retail survey for the St. Louis shoe manufacturers and working direct with the shoe producers, made variations of the existing styles.

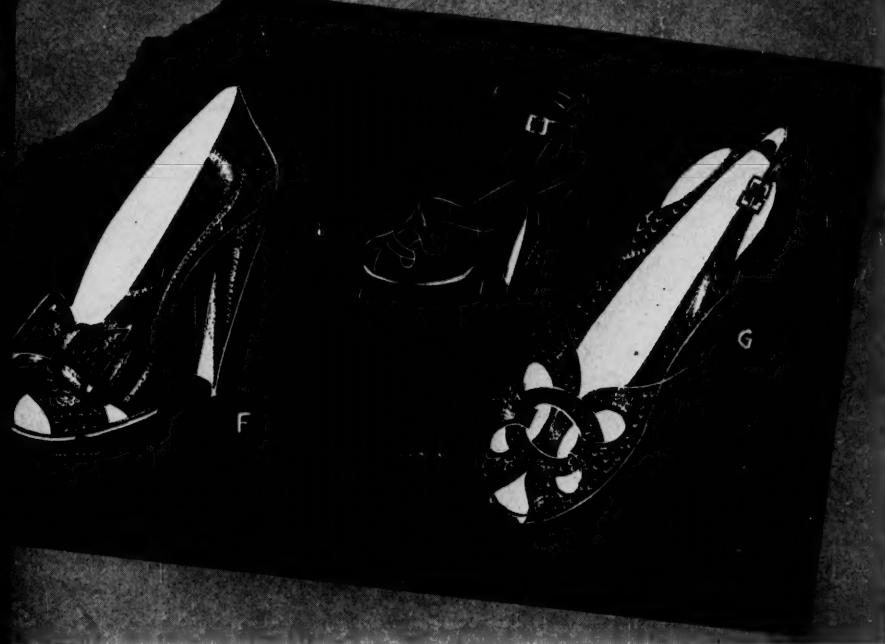
Miss McCune did this type of work for five years, until M-217, the government order restricting new designs, was put into effect and she retired from the shoe field until February, 1949, when she with Alice McCallister formed the St. Louis Shoe Stylists, to furnish shoe styles for manufacturers.

by
Virginia
McCune

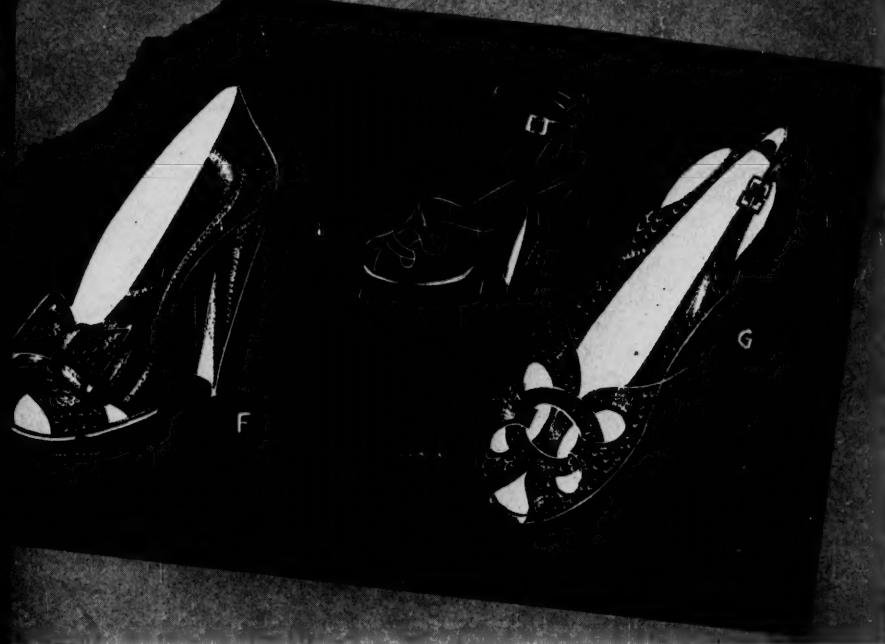
(ST. LOUIS
SHOE STYLISTS)



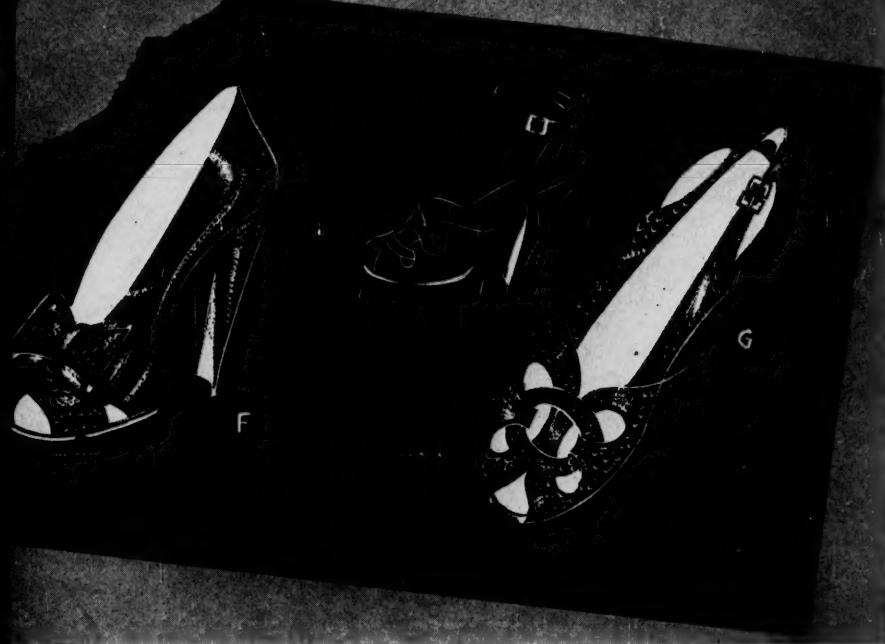
A. A smart pump whose teardrop cutout on the vamp is matched by another at the back.



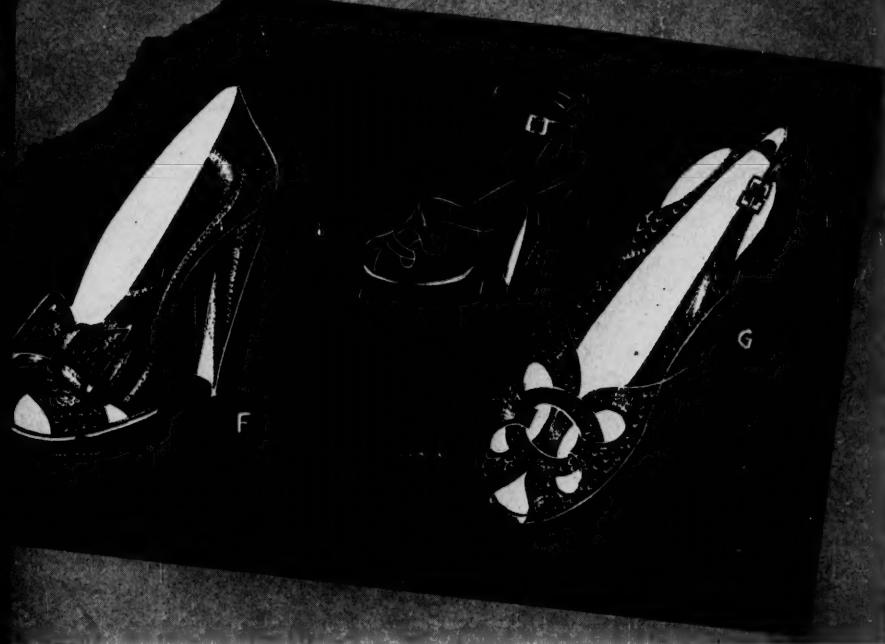
B. A simple but elegant snakeskin pump with green tip and piping contrasted against another color.



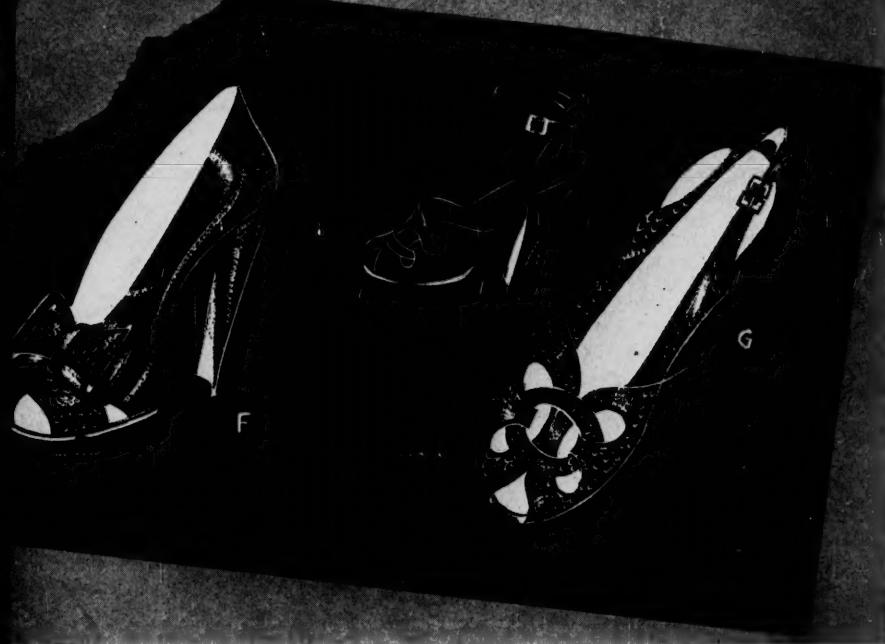
C. In all-over snake of one color contrasted by piping and lacing. Cutouts on vamp carried down to sole.



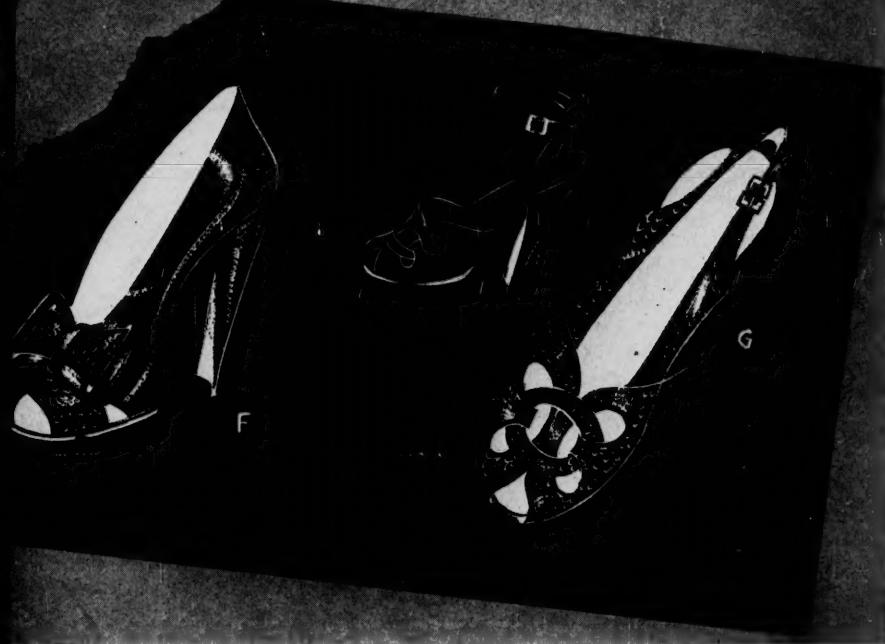
D. The "high look" in sandals—in suede, but the straps in sparkling reptile. Note "nude" look of slithering straps.



E. A tailored Spectator with snakeskin tip and piping, in matching or contrasted colors on suede.



F. Dressy tailored pump in suede with snakeskin front. Bow looks like part of the shoe construction also in snakeskin.



G. Sandalized "companion" shoes in all-over snakeskin. Vamps adaptable for pumps or strap quarters.

MISS VIRGINIA McCUNE has carved these exquisite models out of snakeskin to presage a highlight for the coming Spring. Her clever use of contrast—either in designing lines or materials—lends a highgrade note to these styles. The pump, the sandal, the strap—all are found adaptable to snakeskin, and snakeskin is very prominently in the Spring picture. The verdant sparkle of reptile, along with its distinctive textures, give a high versatility to these types of leather. Miss McCune has made the most of this versatility in fashioning these smart styles.



A. Cutout three-loop tie with delicate dressy stitching, 1 1/2 heel and 1 1/2-inch platform.

C. Dressy oxford tie with multi-cutout effect on vamp and quarter.

E. Triangular cutouts play counterpoint to multiple small cutouts or perforations.

B. Another instep cutout tie oxford on walled last, this with slightly more emphasized stitching.

D. Wedge-heel play oxford with perforated front and open toe.

HERE ARE ten new Spring oxfords or oxford-ties which individually or together create a refreshing look in this type of footwear. The cutout and perforation are given articular stress to create the desired open-up effects in oxfords for Spring. Here is a variety of heel



heights and soles (single or platform), too. With the "opening up" of the oxford to redeem it from the foot-enclosing shoe of the past, this type of shoe is rapidly gaining new attention from stylists and consumers alike, for comfort is still one of the prime desires of all classes of consumers.

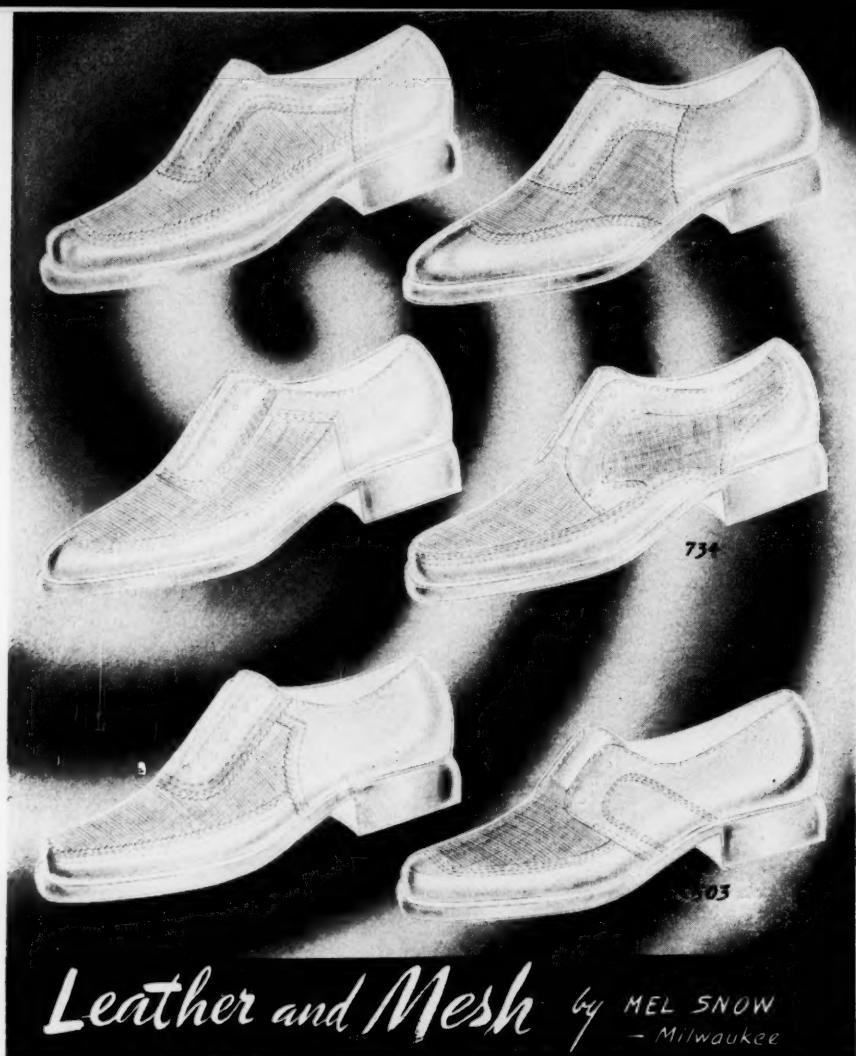
F. Again the multiple small cutouts or perforations, but contrasted against a novel cutout piece on the vamp.

H. The oblong effect on the vamp contrasted by the small circular cutouts creates an unusual look.

J. A sedate but attractive model in 14/8 heel. Closed toe balanced by open effects of perforations and cutouts.

G. A series of unique loop-the-loop teardrop cutouts harmonize with a single teardrop on the vamp.

I. Here the design emphasis is on the vamp, by use of leaf, cutout and stitching effects.



Leather and Mesh by MEL SNOW — Milwaukee

THE SPRING-SUMMER popularity of the so-called ventilated T shoe for men shows no sign of waning. Rather, anticipations for the season ahead are high. While the woven and perforated types will continue in the front line of sales, a relative newcomer with rising appeal will be the leather meshcloth combination, materials team smart in appearance and cool-comfortable in wear. The dual texture presents a fresh selling point. Also, the wide variety of sporty color combinations (brown-tan, blue-gray, etc.) are excellent go-with features appealing to the males seeking completion of smart sport ensembles.

737—Medium brown leather trim used in conjunction with a tan meshcloth material for sporty two-tone effect.

733—Suggested in gray leather with dark blue meshcloth.

708—Either in tan leather with dark brown meshcloth, or vice versa.

734—Use of Navy blue leather trim on a gray meshcloth make harmonious match for gray or blue sport clothes.

503—Leather and meshcloth in contrasting colors, or "blending" colors, and possibly contrast stitching.

746—Allover color could be used by matching the leather with meshcloth color as desired.

A. A unique "split quarter" with symmetrical effects fore and aft.

B. Button collar instep treatment with draped sides, in either open or closed back; if closed, drape continues around back.

C. Elegant but simple drape with narrow loop around ankle.

D. Another "split quarter" with refreshing instep effect.

E. Woven straps with off-sided outline create femininity; adaptable to a scalloped silhouette sandal vamp.

F. Overlapping multi-pieced pleated effect with center buckle adjustment. Beautiful in multicolors.

G. Novel use of straps give intricate woven appearance to simple quarter. Suggested in pastel multicolor suede or kid.

H. Unusual ankle-att effect. Interwoven slender straps create delicacy.

HERE IS creative shoe designing at its best. Joseph Dilk has concentrated on fresh quarter

treatments. Most outstanding feature of these designs is the beautiful delicacy of detail that makes these quarters so feminine. The graceful sweep of lines used on straps and drapes, highlighted by button, buckle or bow, create a cosmopolitan smartness. From a practical viewpoint, too, these quarter effects are highly adaptable to both highgrade and popular-priced footwear—a designing feat which requires utmost ingenuity and experience.



BRITISH Pleats and Drapes

by J. MAXIM - England

A. Exquisite application of the draped back that blends with an elegant skirt. Open toe and cut-out quarter provide opened-up effect.

B. An off-sided, high front with scalloped top and pleated instep. Again the enclosed look is balanced by open back, shank and toe.

C. Another high-fronted effect with sufficient opening in back, shank and toe to provide the desired lightness with tailored shoe.

D. A unique casual on-walled last. High front balanced by open shank.

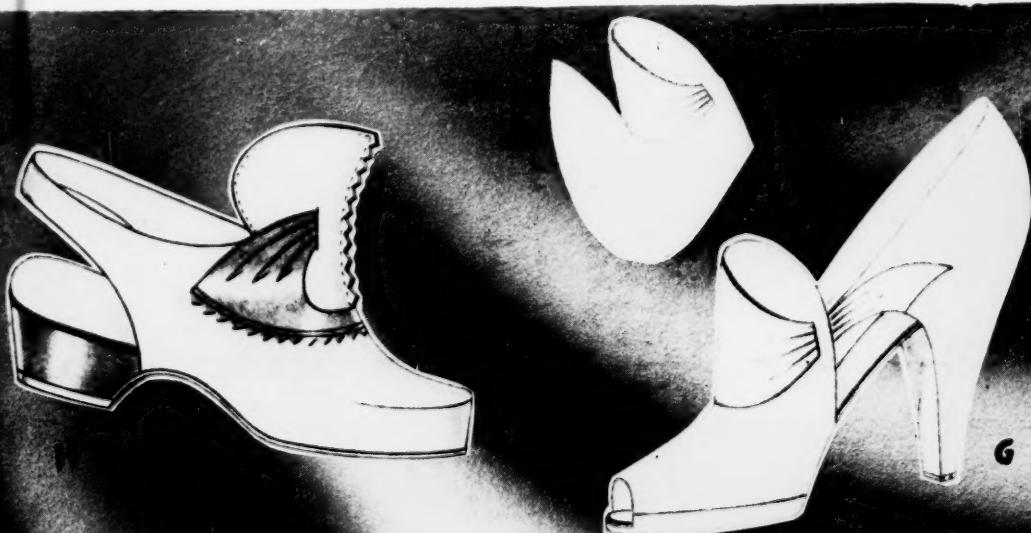
E. An elegantly tailored shoe striking the high notes of cosmopolitan fashion.

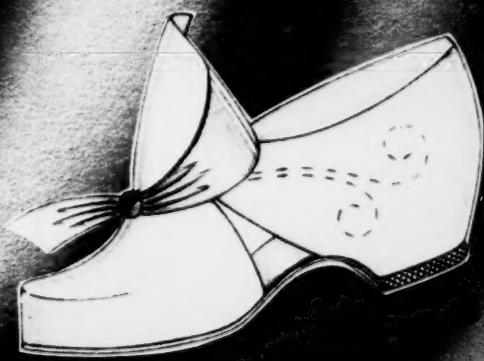
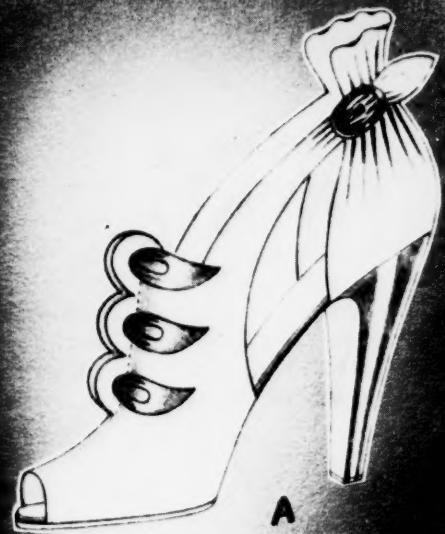
F. Strictly highgrade, the high "clothed" front compensated by the "nude" shank.

G. A shoe with regal tone, high-fronted, but open shank and toe.

H. A haughty flattro, walled last at toe, the high-fronted tongue with pinked edges.

HERE ARE several refreshing and inspirational style notes from one England's foremost designers. Note the Continental air in these models, their regal elegance. True, these are not shoes easily constructed because of their detail. But modified to suit the individual's purpose they suggest a wide variety of possibilities. They are strictly cosmopolitan, almost Parisienne in their essence. But often it is just such daring of design that suddenly ignites a new fashion trend.





SHOESCOPE National Survey— Spring Shoe Buying Plans

MATERIALS

**Not much change in preferences.
But watch for a gradual but significant swing toward more smooth leathers, less suede.**

THE NATION'S shoe buyers, polled on Spring shoe buying plans, appear to agree on one thing: their selections as regards materials will be about the same as at present and for Fall. In short, no important shifts in preference are seen right now, though a few important signs of early trend indications are in the offing.

SUEDE: No signs yet of substantial decline in demand for suede and its long reign. In the East it rates as No. 1 material for Spring. In New York, for instance, calf suede is a runaway. In Boston kid suede has the edge because of price differential. Some fabric and synthetic suede in the cheaper grades, of course. Suede rates as second choice in the Midwest and West, third in the Southwest, and makes a poor showing in the South. Look for less over-all suede, more use of suede in combinations with smooth leathers and fabrics.

CALF: Except for the East, calf rated first preference in buying plans everywhere else. Recent price drops in calf, women's weights, have motivated buying and inclusion in Spring shoe buying plans. Of course light side leathers are also termed "calf" by many shoe buyers, and side will represent a much larger portion of what is termed calf. Also, the trend toward more use of smooth leathers is helping calf.

KID: The kid group ran about third in both the East and Midwest, rated second in the South, but fared less favorably in the West and Southwest. It will fare better in higher grades than lower. Not much change in its general position with other materials.

REPTILES: Very controversial for Spring. Has made substantial strides, but spotty in popularity. In buyers' selections, rates from fourth to fifth in position. Alligator holding well in better grade footwear, but snakes and lizards showing a sharp drop. Lots of promotion but not

many takers, say reports. Depends on the region. Snakes good in South, poor in New York. More demand for generic reptiles, less for prints. Colored reptiles, especially snakes, the biggest item for Spring.

PATENT: Beginning to wake up after several sleepy seasons. Strangely, stronger interest in patent from the South and Southwest; also good on West Coast. Slower to pick up in the East and Midwest. No larger purchases contemplated, however. But watch for plenty of patent in combination treatments with other materials.

FABRICS: Trend of active interest is upward, though nothing startling. It has been a slow climb back to the buying stage. No signs yet of gabardine making a comeback. And most buyers fed up with polka dots.

SYNTHETICS: Most buyers thumbs down on synthetics for uppers. Only if a serious depression hits, they say—and no one has that kind of gloomy outlook at present. Of course synthetics in very cheap grades, but nil elsewhere. Soles, however, are a different story.

SIGNIFICANCE: The picture for materials evidently will show no appreciable change next Spring as compared with the past couple of seasons. With most shoe buyers playing their plans cautiously, they are buying in line with prevailing demand rather than gambling on promotion of certain materials. It's suede, calf, kid and reptiles, in that order, with calf and suede running very close.

Suede, everyone thinks, has reached its peak. Some think that it has been badly overplayed. Some stores have carried as much as 60 percent suede. While suede demand remains high, sales have been lost on smooth leathers. Here again is an instance of trying to play the hand safe—of buying plenty of suede to meet demand but not enough smooth leathers to promote or even meet demand. Watch, therefore, for a trend to more smooth leathers as stores vie for more volume sales.

Patent may prove to be a "sleeper", though no one expects it to be very big. It's just that patent has been out of the picture for so long that a swingback may be in the cards. The same goes for some fabrics. And particularly in Spring footwear where more colorful treatments are used, ideally adapted to fabrics. Signs point to a slow movement in this direction. The momentum may mount or may abruptly peter out. The significant point is that the time is "ripe" for a change, a gradual swing away from suede, for instance. And that means a swing toward something else.

Synthetics for uppers are getting nowhere, and their course becomes the more difficult as leather prices slide down, as they have been. Moreover, the continued popularity of open-up shoes means less cost in use of leather, enabling the use of leather rather than synthetics or fabrics in footwear in popular price ranges.

MATERIALS							
	CALF	KID	SUEDE	REPTILES	PATENT	FABRICS	SYNTHETICS
EAST	2	3	1	4	5	6	7
MIDWEST	1	3	2	5	4	6	7
WEST	1	4	2	5	3	6	7
SOUTH	1	2	6	4	3	5	7
SW. WEST	1	5	3	4	2	6	7

SHOESCOPE National Survey—
Spring Shoe Buying Plans

COLORS

Blue still has another good fling left, may even become a "staple". Wine looks important. And taupe may be a "sleeper" to watch.

BLACK and browns, as usual, will account for perhaps 30-35 percent of all shoes. Blues may account for another 7-10 percent. And the rest will comprise all other colors. And though Spring is customarily a more colorful season than Fall, the splurge of color will not vary much between the two seasons. Some buyers are more wary of colors after losing money on them in past seasons. Others feel that color is essential in footwear, but hasn't yet been promoted to its full value or merchandised to maximum potential.

BLACK: Will represent 65 to 80 percent of inventories, depending upon the store, stock and locality.

BROWNS: Another staple, will account for 5-20 percent of sales. It rates very high in Midwest, well in the East, but falls in the South and Southwest where more colorful lines are more popular.

BLUE: Many retailers have placed blue in the "staple color" class along with black and brown. Practically all buyers expect another wholesome blue season next Spring. Is running very strong choice in Midwest and West; in fact, doing exceptionally well everywhere except South.

WHITE: We mention it simply because it is running even ahead of black in the South, and very strong in the Southwest. However, white with other colors—black, blue, brown, etc. In cooler climates only for trims in Spring shoes, and then only in a few shoes.

GREEN: Continues to rate ahead of red, especially in casuals. The richer tones in demand—Kelly green in the lead.

RED: Not a great deal of interest in red hues proper. But lots of talk of wine, in the red family. Expect some promotion on wine tones, but sales may be something else. Look for reds in combination with white or black.

GRAY: Proved a disappointment last season. Hence buyers are very resistant this time. Not to thumbs-down extent, but very cautious, and mostly in better grades.

BEIGE: The tans will be seen a lot in casuals, but little in dressy types. It is also a late Spring color. And watch for taupe, which some keen shoe buyers consider a "sleeper" for Spring.

TWO-TONES: Only a fair showing expected, though stronger in the warmer climates.

MULTICOLORS: Expected to move before summer due to their costume-matching possibilities. Some retailers making buying plans on these in hope of getting the jump on the summer season.

METALLICS: Despite a variety of promotional efforts, metallics have slumped ever since the gold boom. Nothing has come up to take gold's place, and nothing is expected to, even for evening wear.

SIGNIFICANCE: Color has long been one of the controversial issues of shoe business. Many shoe men say, "Why all the talk about colors when season after season black and brown represent 30-35 percent of sales?" Other buyers say it isn't that so much as the lack of proper merchandising and promotion of colors that keeps non-staple colors in the background. They point out that instead of stores trying to sell a maze of different colors every season—and getting hurt in the process—they should concentrate on *one* new color (aside from staples) a season. They point out in support of their argument, the successful job done on blue over the past season or two.

Incidentally, it is significant to note that some major buyers have now placed blue in the "staple" class as a permanent fixture, along with black and brown. However, it will take another two-three seasons to prove whether it is or isn't.

Buyers are confused. Except for the staples (and except for Summer), the color range doesn't comprise 15 percent of total sales, usually closer to 10 percent. Yet failure of some of these colors in a season may make a serious dent in total profits due to costly closeouts and markdowns. Some stores, playing this cautionary note strongly, are sticking almost wholly with the staples, forgetting the rest except for one or two colors on a very small scale.

But the counter-argument is very sound. Color, as in dresses, millinery, etc., is an essential part of the ensemble. Smart merchandising tied in with clothing color trends could push more color in footwear—could put more colors into the "staple" class. Above all, concentration on a single color per season aside from the staples. Merely stocking colors is not enough; in fact, it can prove costly, leave a bad taste financially. What's needed is better merchandising use of color in footwear. The smarter operators are already doing it.

COLORS									
	BLACK	BROWN	BLUE	GREEN	RED	GRAY	BEIGE (tan)	2-TONE	METALLIC
EAST	1	2	3	4	5	6	7	8	9
MIDWEST	3	1	2	4	5	6	7	8	9
WEST	2	3	1	4	5	6	7	8	9
SOUTH	1	4	5	3	2	7	6	8	9
SW.	1	3	2	4	5	6	7	8	9

**SHOESCOPE National Survey—
Spring Shoe Buying Plans**

SHOE TYPES

A really new shoe hasn't shown up yet—though everyone's waiting, hoping. Shoes continue to be "mongrelized". Pumps top choice in dress field, sandals in casual.

NOTHING really new in shoe fashions has made its appearance yet, though everyone is expectantly waiting. A lot of tricky design ideas, but chiefly a re-touching of the old. Buyers relentlessly demanding new treatments meanwhile, a constant refreshment of conventional styles. Most consistent style feature: opened-up shoes.

In the dress shoe field the order of selection is pumps, ankle straps, instep straps, ties and oxfords.

PUMPS: Ofsided pumps are top choice. Asymmetrical treatments. Pumps both closed and open, but with more emphasis on the latter. Versatility of pump as a utility dress shoe is chief reason for its continued hold. Also, it is subject to an endless variety of "new effects."

ANKLE STRAPS: Running ahead of instep straps. Consensus is that shortened skirts are reviving interest in these types—flattering to the ankle when more leg displayed. A thousand and one variations of these ankle straps, mostly asymmetrical and narrow, many blending with instep straps.

STYLES

DRESS

	PUMPS	INSTEP STRAPS	ANKLE STRAPS	TIES	OXFORDS
EAST	1	3	2	5	4
MIDWEST	1	2	3	4	5
WEST	1	2	3	4	5
SOUTH	1	2	4	3	5
SO. WEST	1	3	2	4	5

CASUALS

	SANDALS	LOAFER TYPES	BALLERINAS	SOFTIES	PLAYSHOES
EAST	1	2	4	5	3
MIDWEST	1	3	4	5	2
WEST	1	3	5	4	2
SOUTH	1	3	5	4	2
SO. WEST	1	2	1	5	3

INSTEP STRAPS: Emphasis on asymmetrical treatments. And mostly very narrow straps, doublestraps emerging from or converging into a single strap or quarter, or combining with ankle straps to form a strap design, ankle and instep. Some sabot straps, wide with stitching or decorative treatments.

TIES: Still trying hard to fight back into the fashion picture, but no substantial progress as yet. About the same interest as last season—spotty and experimental.

OXFORDS: Now getting more of the opened-up treatment to avoid the "heavy" appearance and catch some of the dress trade as well as the comfort clientele.

Casuals, as everyone realizes, have cut deeply into the dress shoe field. One important trend: many casuals becoming more dressy in appearance in an effort to bridge the gap between dress and casual footwear.

SANDALS: The number one shoe, by far, in the casual field. These shoes have wide versatility in price, design, comfort, etc. And in all heels. Popularity of open-up shoes have been boom to sandal trade.

PLAYSHOES: Rate second choice in almost every case except Southwest. Chief asset: price. Can be made in cheap constructions—stitchdown, Californias, etc. These shoes have come a long way in smart appearance, have won a big following and steady demand.

LOAFER TYPES: Practically a standard shoe now, sales good and consistent. However, look for "gadgets" and decorative novelties to hold interest in these with the teenagers.

BALLERINAS: Rated fourth in choice among the casuals, but a weak fourth. The fad has faded, but the ballerina is still very much in the picture. Doing best in the West and Southwest.

SOFTIES: Looks as though they've had their fling. The trend of demand and buying is downward, despite a wide variety of new treatments to sustain interest. In no case throughout the country did the softie rate better than fourth among five choice of casuals for Spring selections.

SIGNIFICANCE: The shoe fashion picture continues to be a "mongrelized" one. A re-touching of the old to give a new appearance, but actually nothing startlingly new or promising. What has held good for this Fall will pretty much hold over for Spring. That's consensus. There is nevertheless a frenzied demand for something new. The effort to furnish this is chiefly in use of cutouts, variety of asymmetry, trick uses of straps, etc. Perhaps the Spring shoe shows held this Fall will motivate something really new, but all the shows of recent date have shown no indications in that direction.

Closed-toe shoes are moving in steadily, though the open toe still prevails. And watch for the off-sided open-toe, the asymmetrical toe.

**SHOESCOPE National Survey—
Spring Shoe Buying Plans**

HEEL HEIGHTS

A few mild trends in the making. Flats showing a gradual decline in popularity, while more interest shown in 20/8-23/8 range. Demand also rising for new heel styles.

OVER-ALL it can be said that the style and height of heels prevailing this season and last will continue into next Spring without appreciable change. The far-ahead leader continues to be the 16/8-19/8 range, with the 12 3-15/8 range running second. It is interesting to note that various sections throughout the country show some important differences in ratings or choices of heel heights. In the East, for instance, the 20 3-23/8 range ran second, whereas in the rest of the country the 12 3-15/8 range was the second choice. This may be highly significant as a "trend", for many such shoe style trends originate in New York or other eastern centers, later spread west and south.

0/3-3/8: About the only thing keeping this range in the picture at all is the ballerina, which itself is on the decline. Of the seven height ranges, this one rated sixth.

4 3-7/8: As signs of the past season or two have been pointing, the flatter types (7/8 and down) have been slowly declining in popularity. Though the 4/3-7/8 range is in the picture, it rated only a fifth position as compared, for instance, with about third three seasons ago.

3 8-11/8: This range looks fairly promising for Spring. In the East and Southwest it rated fourth position, but was third-place choice everywhere else. The lower wedgies, the dutchboys, etc., are still very popular, hence the good showing of this height range.

12 3-15/8: Except for the East, where this range won third place the rating in the West, Midwest and South was second place, and in the South first choice. Reason: it is the foremost heel in casual footwear, which blossoms in the Spring. Also, the perennial Cuban falls into this class.

16/8-19/8: The large majority of dress footwear contains heels in this height range—the Louis, Spanish, Continental, etc. It was first choice everywhere except in the South where it rated second selection.

20/3-23/8: This range made a surprise showing, and very significant in that it *may* indicate a trend. Buyers of better grade shoes report a demand for slightly higher heels, especially in the style-initiative East. Some popular-priced chains report the same. In the East this range rated second choice, and in Dallas, another pace-setting style center it rated third, though elsewhere it was fourth choice. Another important factor involved is the trend toward lower platforms, or the use of single soles, but shoes with higher heels.

24 8-up: There is a perennial but very small market for these extreme heights, and hence the low rating on the buying selection chart (seventh position except for the East where it rated sixth). Moreover the lower platforms are bringing heel heights down.

SIGNIFICANCE: We are evidently beginning to see the crystallization of the mild trend away from flats, particularly extremes in flats. Flats will continue to be an important part of the heel picture, particularly with casuals so firmly established. But flats have passed their peak and will probably now begin to find a more natural level.

There are varying opinions about the fate of the Louis heel. Some think it is fast fading, while others believe it is substantially if not permanently in the picture. The Cuban heel is undergoing important changes, becoming slimmer and more graceful, in some cases squared in the back. It is winning new popularity. The extreme heights in heels are losing some of their always-small following by virtue of lower platforms which have dropped from one or 3 1/4 inches to 1/4 to 5 1/2 inches as the popular ranges. This means lower heels to accommodate the lower platforms.

It is significant that an appreciable number of shoe buyers commented about the lack of initiative on the part of wood heel manufacturers in creating new heel styles. The Louis, Cuban, Continental, flats, etc., are "old" heels—staples but lacking the sales-inspiring requirements. The wedge and dutchboy types, still strong sellers, are also past the novelty stage. The time is ripe, according to these buyers, to introduce new types of heels rather than simply follow the orders of shoe manufacturers. If those heels introduced fail to click, then others should follow closely until one or two do click. Wood heel manufacturers, say these buyers, have failed to fulfill their duties in contributing style-wise to the movement of shoes via new heel styles. It is something to think about, for the current heel fashion picture shows no appreciable change over the past two-three seasons.

HEEL HEIGHTS							
	9/8- 3/8	1 1/8- 7/8	8/8- 1 1/8	12/8- 1 5/8	16/8- 1 7/8	20/8- 2 1/8	24/8- UP
EAST	6	5	4	3	1	2	7
MIDWEST	6	5	3	2	1	4	7
WEST	6	5	3	2	1	4	7
SOUTH	6	5	3	2	1	4	7
SW.	6	5	4	1	2	3	7

Left Top:

Double instep strap converging into cut-out quarter with matching cutout motif on vamp.

Left Center:

Elasticated sandal, nicely adaptable to smooth or suede leather. Perforations and stitching give decorative touch.

Left Bottom:

Floating strap forms new silhouette by virtue of simple lines in design.

Right Top:

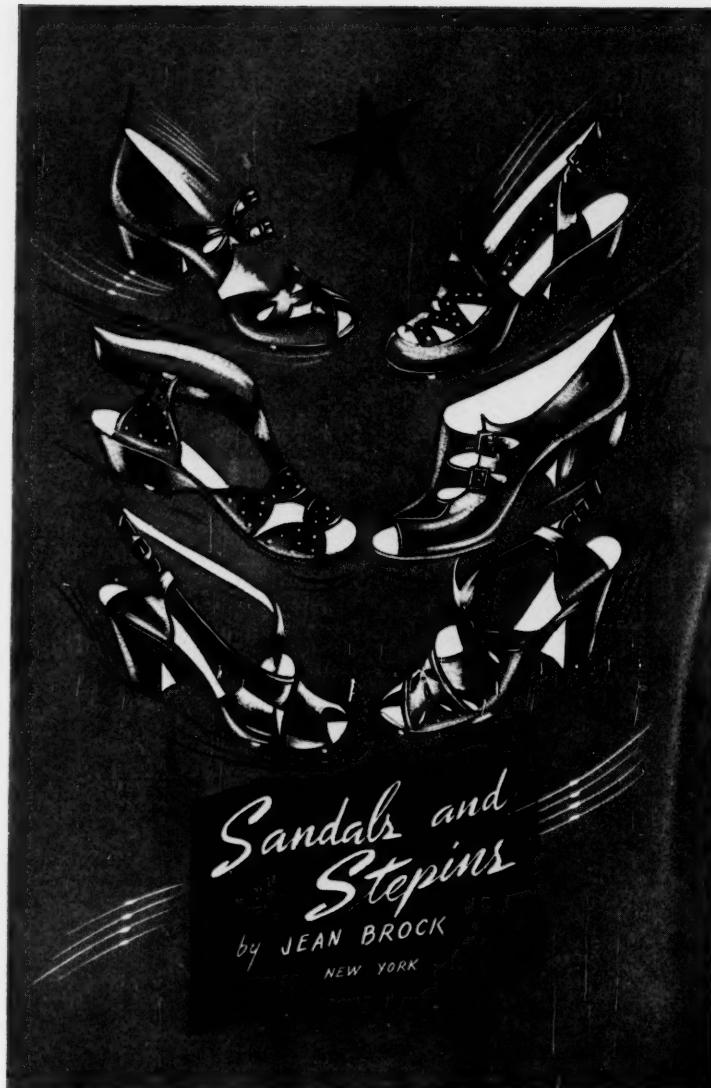
Open shank sandalized stepin. Perforations on vamp and quarter strap.

Right Center:

Tailored stepin with extended quarter line forming a smart two-strap effect.

Right Bottom:

Interesting new wishbone strap suitable for white with contrasting colors. Cutouts provide light-airy look.



THESE half dozen sandalized and stepin types strike a brilliant tone of appeal in their graceful simplicity of line with the decorative touches in delicate good taste. The silhouette effects are ideally adapted for Spring wear. Their versatility is expressed by virtue of their suitability to either smooth or suede types of leather, and to two-tone or two-texture arrangements.

The sandalized low heel types will meet with anticipated popularity for Spring wear—for walking, afternoon wear, or just all-round dress utility. You will note the outstanding keynote: openness, either at the toe or heel or shank, or by cutouts in the vamp or quarter—in perfect keeping with the coming warmth of Spring months.

KID
Offsided Pumps
 by NICK GARDNER

Top Left:
 A pleated vamp shoe, six pleats alternating in basket weave fashion. In two-tone or multi-color.

Center Left:
 This simple pump is very effective by virtue of the harmonious quarter motif on quarter and throat.

Bottom Left:
 Here is an intricate design—loops, cutouts, pleats, and strap yet providing the desired opened-up effect.

Top Right:
 Another pleated shoe on a simple pump, with smart decorative treatment—a beaded leaf effect—on the vamp.

Center Right:
 This offsided pump also makes use of pleats—a half simple, a half pleated vamp to form a tasteful effect.

Bottom Right:
 Again the offsided appearance, this time with a draped vamp holding the spotlight. Note the double-U throat.



OFFSIDED pumps—watch for a lot of these asymmetrical effects in Spring footwear. Nick Gardner has concentrated on kid leathers—ideally adaptable for pleats and drapes. With everyone demanding the pleated or draped shoe—provided it can be designed for economically practical adaptation—the designer here offers a half dozen such ideas that fit to this demand. Practically all emphasis is on the vamp by virtue of the pleat and drape. Note the artistic simplicity of the back parts is clever contrast with the decorative fronts.

Calf-Suede
MASCULINE
DUAL-TONES

by
JOHN BUCKLEY
BROCKTON

A. In calf, with suede
vamp and quarter, and
light decorative stitching.
Seam on toe tip and on
quarter above heel breast.

B. A novel design, lacing
on side. In suede with
calf saddle and foxing.
Graduated perforations on
vamp.

C. Suede vamp and quarter
on calf wing-tip oxford
with elaborate use
of perforations and pink-
ing.

D. Suede shoe, calf trim,
with seam on toe tip. Sole
is crepe.

THREE ELEVEN men's Spring models emphasize two vitally important men's fashion features for the coming season: ventilated or perforated styles, and the combination suede-calf shoe. Both of these did very well sales-wise last Spring, are expected to do even better next year. The models displayed here combine practical shoemaking through clever design—the formula which expresses the work of the successful shoe designer. These styles offer a variety of interesting possibilities for adaptation, for though they fill the bill for something "different" they remain within the sphere of demand for the practical and attractive.



E. A truly unique shoe—suede vamp, calf tip and quarter, mass perforations imitation lacing.

I. Suede panel, calf trim, seam on toe tip and quarter, and piping around collar and instep edge.

F. A simple but smart wing-tip oxford with suede vamp and quarter and calf trim, contrasted by decorative stitching.

J. Suede panels and calf trim, with seam on toe tip and quarter.

G. Suede vamp, calf saddle and foxing; single unit perforations and imitation stitch lines between perforations.

K. In suede, with calf trim, with seam on tip of wall-toe last; sole is crepe.

H. An effective oxford with suede vamp and quarter and calf trim, with seam on toe tip and quarter.

A

Open-toe, open-shank, sandalized pump strap with simple but effective vamp lapel.

B

Novel asymmetric casual strap with envelope type vamp.

C

Interlocked vamp and strap with open back and cut-out forepart provide interesting fashion appeal.

D

Softie type sandal with closed toe and trick strap adjustment; perforated vamp. Note graceful sweep of front straps.

E

Asymmetric two-strap casual with vamp pieced to achieve an *ombre* or shaded effect.



IT IS very likely that straps will dominate the coming spring shoe fashion parade—straps from the dainty one-quarter inch wrap-around ankle strap with high platform, to the seven-eighths inch strap in the lower heel walking types. Except in the higher platform types, the newer instep strap will likely win the popularity polls.

Countless ingenious ideas are creating fresh-looking strap effects. Straps will be seen interlocking, woven, crossed, twisted, scalloped and maneuvered in every way. And multiple straps merging from or into a single



F

Novel casual pump with open shank on outside and smart vamp treatment.

G

Side-swept ankle strap bracelet with interesting pin-tuck effect on vamp.

H

Asymmetric sandalized two-strap with a new, smart vamp break-up.

J

Unique casual, particularly the ring effect on vamp and quarter.

K

Dressy sandalized shoe with cross strap and novel counterturning vamp treatment.

strap, new side bracelet effects, and asymmetric treatments.

In casuals, "trick" straps and quarters are having a boom. Key to it all is the insatiable demand for "something different."

And as to materials for these styles, suede is still the leader for dressy fashions and softie type casuals. Some sign of mild decline in suede, due to recent inroads by calliskin, snakeskin and some fabrics. But as yet, nothing to take the glamour and popularity from suede next Spring.

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ON DISPLAY
BOOTH NO. 24
WALDORF-ASTORIA
SEPT. 7-8

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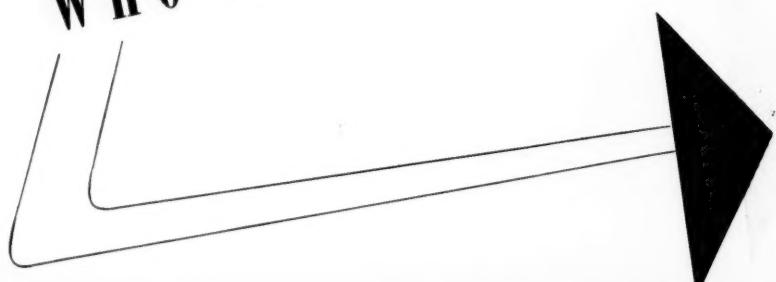


INNER SOLES?
- PLATFORMS?

Certainly!

... BEST FOR THE MONEY?
WHO MAKES THEM?

You bet!



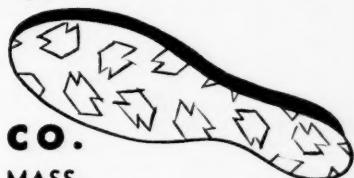
STYLESCOPE—Continued from page 21

Heels are getting higher, slimmer. The movement is away from flats, away from the 9/8-and-lower range. Flats are still good, but the craze is over. The 16/8-19/8 range rules the roost, with the 12/8-15/8 next. But making a surprising showing is the 20-/23/8 range. Particularly in the big cities—where shoe style trends often take shape. The Cuban is getting slimmer, slicker, smarter, some in squared backs, though the latter continue to be experimental. The wedgie stays as a solid standby, but moving toward the higher levels, in the 12/8-15/8 range particularly. Stylemen, shoe buyers and other fashion-alert groups continue to comment about the lack on new heel styles. They feel that the wood heel manufacturers ought to do more creating, more introducing of new heels. Rather than leading they are following.

Are any really new shoes in the offing for Spring? No, not yet. Not anything to cause talk, raise hopes. Practically all the "new" shoes are re-toasted jobs, though ingenious re-touching. Something may come out of the Fall shoe shows, but it is yet to be seen. Some possibilities: a moccasin vamp with lacing on a woven vamp. Also a loafer type with gore in a high front—an excellent fitter. Another: a shoe looking as though it has a platform but is actually a walled last—a platform mudguard. Another rich possibility that might strike the fad level—dressed-up bowling or bicycle shoes. These are getting all sorts of experimental treatments varying from Grecian sandal effects to ballerinas. It's a trick shoe that might click, especially with the teen-agers. The dressy sandal looks like the biggest item for Spring. The ballerina is, of course, fading fast, but a small portion will stick for several seasons yet. California sandals in for a terrific Spring—will cut into dress types rather than represent extra pairs. Sling pumps are likewise due for a wholesome sales outlook.

Opened-up shoes a runaway leader for Spring. However, effort will be made to close up some part of the shoe—closed back and open toe, or vice versa. Or if both closed back and toe, then open shank and lots of cutout on quarter and vamp. Look, too, for rising popularity of the offsided open toe. Anatomically it's a

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beserk idea, but with all the hue and cry for asymmetrical effects on foot—wear the off-sided toe fits to the pattern, will find customers. *Closed toes having a hard time* making a comeback, despite all kinds of style lures. It's not just a fashion problem, however. After nearly ten years of open-toe shoe wearing and the toe comfort derived, it takes quite a selling job to accommodate the toes comfortably in an encased compartment. It's as simple as that.

Men's footwear still in sore need of sales inspiration. What with men's

dress shoe sales down more than 12 percent from a year ago—the hardest hit of all shoe branches—producers and retailers are desperate for ideas that will move these shoes. For next Spring it looks like another return of *woven and ventilated shoes*. These, however, will not represent an "extra" pair, as was discovered this year. The ventilated shoes will consist more of use of meshcloth in combination with leather rather than via perforations in leather. The brown-tan color combinations in these shoes will hold well. Lots of *plateau or scalloped lasts*. Beige and wine tones will be given a hard push.

Blue has been an unexpectedly good seller for men's—and will be again next Spring. Blue suede, calf, reptiles. Also combination tones of brown suedes. And be on the watch for a return of the brown-white and black-white sport shoe which had an unhappy death over past seasons. They are again showing signs of life in buying plans.

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Boys' shoes for next Spring will follow pretty closely those types of past seasons, but tending to get a grown-up look, much as teen-agers demanded more grown-up designs for themselves. Boys' styles will feature two-tone woven shoes, the moccasin, sandal and the gore shoe. Bottoms will continue to feature a variety of soles—leather, rubber, crepe, wrap crepes and lugs, the fancier the better.

Schoolgirl shoes are moving more and more toward mature styles, with opened-up and moccasin types in the lead. Patent is near tops for dressup wear, with elk in the lead for everyday use. Saddles and ghillies will be prominent, and the wedge types are in solid.

With the over-all style picture still in a muddle—demand for new styles or treatments but no really new shoes turning up—everyone is looking forward to the leather and shoe shows of this Fall in hope of finding the inspirational note. Stylemen say that the style lull of the past couple of seasons is one of the longest they can recall that no new shoe fashion trends have been in the making. Hence, it is felt that something is certain to break shortly—a bandwagon shoe that everyone can cash in on.

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Suede—How Much Longer To Reign?

An analysis of the phenomenal rise and long reign of suede—and the signs pointing to a forthcoming change in the picture.

STYLEMEN, designers, tanners, shoe manufacturers, retailers—even consumers are asking the same question: How much longer will suede leathers hold their overwhelm-

ing lead in the footwear fashion field? No one has been able to account for the long, phenomenal reign of suedes. It has ridden the top of the materials heap since war's end, and is

still atop the crest of popular choice. However, there are signs in the wind that a change is in the offing, that suedes have passed their peak.

The most phenomenal aspect of the suede situation is this: Before the war suede was a "seasonal" leather to be found in stores chiefly as a Fall item. Most retailers would give them practically no consideration at other times of the year, nor would consumers. For some unfathomable reason, however, a radical postwar shift came about after the war, with consumers demanding suedes both Fall and Spring and even during summer months. The idea that suede was a cool-weather shoe was completely bypassed.

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Causes Behind The Change

What has made suede footwear a year-round shoe? The consensus of shoe men comprises a pretty plausible answer. The all-closed-up suede shoe is, true enough, a shoe warm to the foot and obviously lacking in appeal in Spring and Summer. The closed-up shoe was a staple before the war. But following the war there was a complete turnaround to the opened-up shoe, and the latter has prevailed in sales about nine to one. And therein appears to lie the key to the postwar spiralling in favor of suede types. Women like suede as a material, its rich, easily brushed nap, its adaptability to colors and to nice combinations with other materials, its utility and versatility. Apply it to opened-up footwear where the alleged "foot-warming" qualities of suede could be compensated by the ventilation in the opened-up shoe,—and here was the solution to the problem of converting the suede shoe from a seasonal to a year-round item.

Another significant thing happened. Men began wearing more suede footwear—allover suede or suede in combination with other leathers. Of course some suede shoes were always sold to men before the war, but the market was virtually inconsequential because so many men regarded suede as a "feminine" leather. However, with the return of the war veterans to civilian life and the consequent boom in sport clothes—particularly colorful sport clothes—the suede or "brushed leather" shoe suddenly found a new mass market which today continues to grow. The objection of males to the so-called "femininity" of suede was abruptly bypassed, as was the prewar male resistance to colorful brilliance in sport clothing.

Price Not Involved

Price was not and has not been a major selective factor in the long popularity reign of suede. For example, today calf suede sells at \$1.15, while best grade women's calf sells at 80c-\$1. The higher prices of a year ago were in the same ratio. Kid suede sells at 40-60 cents, the same range as glazed kid. Similar illustrations point up the same fact—that suedes have not been popular choice by virtue of cheaper prices.

However, as regards price, we do find most activity today in the cheaper grade, cheaper price suedes, in split suedes, in fabric or "synthetic" suedes. This simply conforms to the high demand for casual types in the popular price field. (Note: in the past year while overall shoe production has fallen about three percent, output of casual footwear has increased 14 percent as against a drop of six percent in women's dress types.) Nevertheless, the demand is still for suede.

Is The Peak Over?

Because suede has had such an unusually long reign, a growing number of shoe and leather men have begun to sense an increasing uneasiness about the future of suede. Will demand gradually decline—or will it abruptly slump? Or will suede slide back to its prewar seasonal pattern and again become strictly a Fall shoe?

To attempt answer to these questions may seem presumptuous. But there are some signs that point to plausible answers which may indicate a trend in one sense or another.

(1) The peak of demand for suede appears to be reached, and the curve is tending downward, very slowly but surely. Perhaps the clearest sign of this is the increasing number of reports from retailers that customers are saying, "What else have you besides suede? So many of my shoes recently have been suede." The consumer is always the starting point, and these common comments are a significant straw in the wind.

(2) Smooth leathers are gradually moving up in the buyers' buying plans. No drastic shifts yet, but a movement toward smooth leathers as gradual replacement for suedes. Also, there are movements upward of reptiles, fabrics, patent. Except for reptiles these latter groups are showing no sharp uprise, but again the trend for them is upward after



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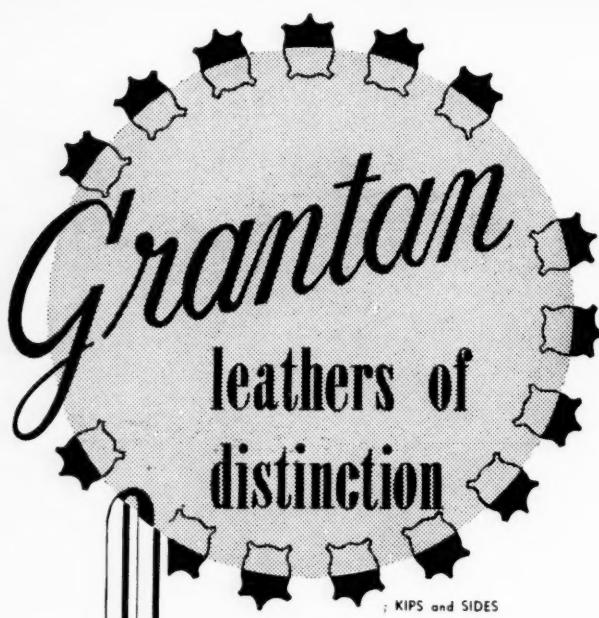
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several very quiet years. Shoe fabric men, for instance, sense that the lull in their cycle is about the break, not suddenly but a gradual and certain opening in demand. Reptiles are already noting it. And the hibernation of patent is about over. Thus, in a consumer market which annually consumes a limited number of pairs per capita—if a pair of reptiles is purchased it means simply that a pair of another type—suede, for instance—will not be purchased.

(3) More closed-up or semi-closed up shoes are coming into the fashion picture. This is important. Remember, it is generally believed that the trend toward open-up types was the motivating force that brought on the phenomenal upswing of suedes. Shoes will still be predominantly opened-up next Spring. But the significant point is that more of the closed types are coming in. And suedes, except for Fall, tend to lose appeal in closed-up types.

These are the chief signs pointing to a slight but sure movement away from suedes. Suede is still in for a good year ahead. But from there on its future appears to be less promising.

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COLORS FOR SPRING

For Spring and Summer 1950, some fourteen colors for women's shoes and fifteen colors for men's shoes have been adopted by the Joint Color Committee of the Tanners' Council, the National Shoe Manufacturers Association, and the National Shoe Retailers Association in cooperation with the Textile Color Card Association.

For merchandising purposes, women's colors were classified in two promotional groups titled Town Colors and Town and Country Colors. Prominent among the latter are a new coppery tone on the order of Copper Rust—Fall 1949, a new natural shade, a new bright yellow, a new bright green, a new bright red, and a new bright blue. Also included are Turf Tan—Spring 1949, and Misty Gray—Spring 1949, as well as Admiral Blue and Cherry Red.

Under Town Colors are the five repeated shades, Cafe Brown—Spring 1949; Cognac Brown—Fall 1949; Admiral Blue—Fall 1949; Cherry Red—Fall 1949; Green Pepper—Fall 1948; and a new light brown of the cocoa type. Black is also included.

Men's Smooth Leathers feature the nine repeated colors, Brown Oak—Fall 1949; British Tan—Fall 1949; American Burgundy—Fall 1949; Cherrytone—Fall 1949; Golden Harvest—Fall 1949; Ranger Tan—Spring 1949; Tawny Tan—Fall 1949; Cocoa Tan—Spring 1949; and Natural Tan—Fall 1949. Black is included also. Grained Leathers include a new ruddy tone and the repeated color, Golden Harvest. Brushed leathers have a new medium brown lighter than Huntbrown, Fall—1949; a navy blue; a dark green; and the repeated colors, Bermuda Brown—Fall 1949; and Rustic Grey—Fall 1949. White is also considered important.

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U.S. TO SPEND THREE BILLION ON SHOES

The American consumer is expected to spend an aggregate of \$3,050,000,000 for shoes and slippers during 1949, according to a study of consumer apparel purchasing estimates by the U. S. Chamber of Commerce. During 1948, U. S. consumers spent \$2,987,000,000 for shoes and other footwear and in 1947, the figure was \$2,975,000,000.

Women are expected to buy \$1,290,000,000 worth of this or \$31.30 per person. Estimated expenditures for men are \$870 million or \$17.40 per man. Girls will invest \$500 million at \$21.80 each while boys will pay a total of \$390 million, averaging \$16.60 each.

Percentagewise, men are expected to devote 12 percent of their clothes budget to shoes and slippers, with women approximating this figure. Girls will spend 18 percent of their budget while boys will allot some 21 percent of their apparel purchase to shoes and slippers.

No estimate was made of the amount to be spent on shoe repairing although Dept. of Commerce figures show a continuing decline from \$293 million in 1946 to \$275 million in 1947 and \$261 million in 1948.

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One of the newer ideas flourishing in Boston today is a traveling "Shoemobile" which brings a complete children's shoefitting service right to the doorstep. The "Shoemobile" is a brightly-painted Dodge truck outfitted with a wide variety of shoes, sneakers and other footwear for children up to the age of 12. A telephone call will bring the tots' "shoestore on wheels" around at an appointed time.

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The average American worker's family of four annually buys three pairs of shoes for the wife for dress or street wear, 3.7 pair for daughter, 2.9 pair for son, but only 2.1 pair for the father of the family.

This statement is contained in a 150-page illustrated printed book, called "Gift of Freedom," issued by the Bureau of Labor Statistics primarily for use abroad to tell other nations of the standards of living in the United States.

The study also reveals that the wife buys one handbag a year, and 0.2 for the girl, and one pair of gloves for the wife and 0.8 for the daughter. As for the men in the family, the purchases are given as 0.6 pair of leather or wool gloves each for the father and son.

The book also tells the approximate "hours of work required by average factory worker" to earn enough to purchase certain items. A man's work shoes took six hours, but 5½ were needed for women's street shoes and three hours for play shoes for both the wife and her daughter.

The authors assure European readers that "high shoes have virtually disappeared" in America and that most men now wear "low shoes except for work shoes."

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Nearly 600 firms have reserved some 1100 sample rooms, and an additional 80 booths for the 1949 National Shoe Fair, which will be held in Chicago, October 31, through November 3.

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Borbour Weltng Co.	16 and 43
Beckwith Mig. Co.	18
Brezner, N. & Co., Inc.	13
Carr Leather Co.	6
Cooney-Weiss Co.	58
Crestbrand Leather Co.	55
Domestic Novelty Co.	53
Donovan, F. C., Inc.	9
Essex Shoe Supply Co.	54
Felch Anderson Co.	57
Garlin, J. & Co.	56
Geilich Leather Co.	58
Gleason Leather Co.	43
Greenebaum J., Tanning Co.	7
Horween Leather Co.	42
Hunt-Rankin Leather Co.	45
Irving Tanning Co.	8
Korn Leather Co.	53
Lynn Buckle Co.	41
Lynn Innersole Co.	46 and 47
Milender, W. & Sons	50
North & Judd Mig. Co.	19
Northwestern Leather Co.	14 and 15
Ohio Leather Co., The	11
Paris Leather Co.	44
Precision Buckles, Inc.	40
Prime Mig. Co.	10
Reins Leather Co.	57
Ronci Co., The	51
Rotary Machine Co., The	2 and 3
Rueping, Fred, Leather Co.	5
Slattery Bros., Tanning Co.	54
United Last Co.	59
United States Leather Co.	Part Cover
United Stay Co., Inc.	12
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